DOCUMENT RESUME

ED 125 528 95 IR 003 547

TITLE An Annotated Gathering of the Best of ERIC on Research on Television.
INSTITUTION Stanford Univ., Calif. ERIC Clearinghouse on Information Resources.
SPONS AGENCY National Inst. of Education (DHEW), Washington, D.C.
PUB DATE Mar 76
CONTRACT NIE-C-74-0027
NOTE 16p.

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS *Annotated Bibliographies; Cable Television; Children; Educational Television; Television; *Television Research

ABSTRACT

This bibliography lists 32 documents submitted to the Educational Resources Information Center (ERIC) which relate to research on television. Listings are broken into five categories: (1) overviews; (2) children and television; (3) project reports; (4) cable television; and (5) bibliographies. Articles are listed alphabetically within each category, and each listing contains the title, source, date of publication, purchase price, and a brief synopsis of contents. (EMH)

**********
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
**********

ED125528

# AN ANNOTATED GATHERING OF THE BEST OF ERIC

# ON RESEARCH ON TELEVISION

March 1976
ERIC Clearinghouse on Information Resources
Stanford Center for Research and Development in Teaching
School of Education
Stanford University

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY



IR003547

PREPARED FOR READERS OF NAEB RESEARCH LETTER

and members of the Research Council

**OVERVIEWS**

ED 107 299

Bell, T.H. A New Commitment to Instructional Technology. 1975. 12p. Paper presented at the Michigan Association of State and Federal Program Coordinators, Michigan Middle Cities Consortium and Michigan Department of Education Educational Fair (Grand Rapids, Michigan, April 1975). EDRS price MF-76¢ HC-$1.58.

U.S. Commissioner of Education T.H. Bell stated that individualized instructional television via videotape cassette is one of the answers to routine tasks in education, but educational leaders have not moved ahead to take advantage of the capability.

ED 109 985

Chu, Godwin C.; Schramm, Wilbur. Learning from Television: What the Research Says. Revised Edition. National Association of Educational Broadcasters, Washington, D.C.; Stanford University Institute for Communication Research. Available from: National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036 ($4.00 for NAEB members; $6.00 for non-members). EDRS price MF-76¢ HC-$6.97.

This broad survey of research on instructional television examines a variety of aspects relating to its effectiveness in the classroom. An introductory essay identifies significant trends that have emerged since the original publication of this report. Other topics are: Effects of TV on learning, use of TV in a school system, effectiveness of TV teaching, student and staff attitudes, and TV in developing nations.

ED 114 126

McAnany, Emile G.; And Others. Studying Instructional Television: What Should Be Evaluated. Stanford University, California Institute for Communication Research. 1973. 122p. EDRS price MF-76¢ HC-$5.70.

The evaluation of instructional television (ITV) is a new field with evaluation methods largely borrowed from other disciplines. The evaluator should consider the following recommendations: (1) Evaluation should be an integral part of the ITV project plan; (2) The evaluator should help project planners define their short and long term goals; (3) Unintended results may be a by-product of the project and should not be overlooked; (4) Improving the methods of cost analysis is a very important area for future evaluations; and (5) The evaluator should balance those aspects of the program that require definite decisions and those that seem most critical for the program's survival.

ED 106 470

Television Basics for TV-ABE Institute. Maryland University, Baltimore. 1969. 38p. EDRS price MF-76¢ HC-$1.95.

The guide opens with a discussion of television's limitations and its strengths. The bulk of the guide offers illustrated, easily-understood, technical and operational descriptions of television equipment (both video and audio), and similar discussions of such supporting activities as graphics and lighting.

ED 107 268

Walkmeyer, John E., Jr.; And Others. Market Scenarios and Alternative Administrative Frameworks for U.S. Educational Satellite Systems. Memorandum No. CG-75/2. Washington University, St. Louis, Missouri, Center for Development Technology. 1975. 170p. EDRS price MF-76¢ HC-$8.24.

Intended as a framework for analysis of the costs and benefits of developing an operational educational satellite system in the United States, this memorandum presents a series of scenarios of potential applications together with alternative organizational arrangements to support them.

## EVALUATION (SURVEYS, ANALYSES)

ED 110 076

Fruchter, Dorothy A.; Higginson, George M. An Evaluation Report of Project INTERACT: A Teacher Inservice Training Course on Career Education Using Two-Way TV in Texas to Several Groups Simultaneously. Educational Development Corporation, Austin, Texas, NEEDS Division. 1975. 66p. EDRS price MF-76¢ HC-$3.32.

A third party evaluation was conducted of an experiment inservice training program (Project Interact) in career education using duplex (two-way) television to reach several groups in different cities simultaneously.

ED 114 065

Harding, Larry; And Others. User Ratings of Instructional Activities: Elementary Career Education, Summer 1974. Technical Report No. 7. Appalachian Education Satellite Project, Lexington, Kentucky. 1975. 86p. EDRS price MF-76¢ HC-$4.43.

The Appalachian Education Satellite Project funded by the National Institute of Education is designed to apply communications satellite technology to the task of improving the quality of education in Appalachia. The report describes attitudinal responses of the participating teachers to the various learning activities, the delivery system, and the equipment that were used in the course, Career Education in the Elementary School.

ED 112 966

Instructional Television Progress Report, 1971-74. Los Angeles Community College District, California, Division of Educational Planning and Development. 1974. 27p. EDRS price MF-76¢ HC-$1.95.

Educational television is one part of a coordinated instructional system which also utilizes faculty Course Advisors, texts, syllabi, and the instructional support services of the Los Angeles Community Colleges. Data for campus and television enrollments from 1970-74 are presented for five courses: Art 1, Astronomy 1, Geography 1, Health 10, and Psychology 1. The

data reveal no significant decrease in enrollments on campus which could be caused by the television courses. The data also reveal that the distribution of grades earned by students enrolled in television courses does not vary significantly from the distribution of grades in on-campus sections of the courses.

ED 114 108

Katzman, Natan. Public Television Program Content: 1974. Advance Edition. Corporation for Public Broadcasting, Washington, D.C. 1975. 166p. EDRS price MF-76¢ HC-$8.24.

As part of a program of statistical reports on public broadcasting, a survey requested 147 public broadcasting stations to supply information about their operations during one week in 1974. Data were collected about instructional television services, "Sesame Street," "The Electric Company," general and news programing, programs produced for special or target audiences, local programing, and Public Broadcasting and prime-time programing.

ED 114 064

Marion, Rodger; And Others. User Ratings of Instructional Activities: Diagnostic and Prescriptive Reading Instruction, Summer, 1974. Technical Report No. 6. Appalachian Education Satellite Project, Lexington, Kentucky. 1975. 99p. EDRS price MF-76¢ HC-$4.43.

The Appalachian Education Satellite Project (AESP) is designed to apply communications satellite technology to the task of improving education in Appalachia. The report, sponsored by the National Institute of Education, includes an outline of the course content and a detailed discussion of the audience reaction to the various learning activities, the delivery system, and the equipment that was used.

ED 114 431

Olien, C.H.; And Others. A Social Systems Approach to Evaluation Research. 1975. 14p. EDRS price MF-76¢.

An information-control systems model for evaluation of adult education programs is offered and illustrated. The model is based upon identifying principal subsystems, such as source, channel and audience, which are involved in initiation, production, delivery and reception of educational

messages. Specific application of the model is illustrated in the evaluation of the "Mulligan Stew" televi[illegible] series which, although directed at a young audience, has implications for evaluation of any adult education program which involves extensive use of the mass communications media.

ED 112 996

Teraz, Carol E.; Ruth, Monty W. KOCE-TV Needs-Assessment Surveys: Audience Analysis Telephone Survey. Coast Community College District, Costa Mesa, California. 1975. 120p. EDRS price MF-76¢ HC-$5.70.

A random sample of 3,847 residents of Orange County (California) were contacted during fall 1974 for the purpose of assessing the county's public television (PBS) viewing habits and the general awareness of and interest in televised courses for credit.

## CHILDREN AND TELEVISION

ED 111 505

Berry, Gordon L. Research, Television and the Child: The Need for Risk-Takers. 1975. 10p. Paper presented at the Biennial Meeting of the Society for Research in Child Development (Denver, Colorado, April 11, 1975). EDRS price MF-76¢ HC-$1.58.

This paper discusses the need for innovative research paradigms in assessing the impact of television on children. It is suggested that researchers now study ways in which children's programing can become a medium which interacts with the child, performing a type of "surrogate" function. It is also suggested that effective programing would allow the child to learn about himself in relation to what he sees on television, leading to growth in self concept and self esteem.

ED 111 348

Comstock, George. Effects of Television on Children: What is the Evidence? Rand Corporation, Santa Monica, California. 1975. 20p. Paper presented at the Telecommunications Policy Research Conference (Airlie, Virginia, April 16-19, 1975). Available from: The Rand Corporation, 1700 Main Street, Santa Monica, California 90406 ($1.50). EDRS price MF-76¢ HC-$1.58.

Studies and writings on the effects of television on children are reviewed and summarized. Research on the influence of television violence on aggressive and anti-social behavior is discussed at length; it is concluded that violent television entertainment increases the probability of subsequent aggressive behavior on the part of children and youth.

ED 112 876

Jaronik, Catherine. A Study of the Influences of Outside Interests, Other Mass Media, Grade Level and Sex on Children's Television Viewing and Program Preferences. Indiana University, South Bend, Indiana. 1975. 122p. EDRS price MF-76¢ HC-$5.70.

The study revealed that children use television as a "time filler" but

a majority have a special program in mind that they wish to watch. The average child views approximately 3.7 hours of television per day; boys tend to view television more than girls.

ED 109 260

Klein, Stephen P.; And Others. A Progress Evaluation of Four Bilingual Children's Television Shows. 1975. 18p. Paper presented at the Annual Meeting of the American Educational Research Association (Washington, D.C., March 30-April 3, 1975). EDRS price MF-76¢ HC-$1.58.

An evaluation of a bilingual education TV series was conducted involving 6-year-old English speaking, Spanish speaking, and bilingual children at four sites. Results indicated statistically but not educationally significant effects of the shows for certain objectives.

ED 114 175

Leifer, Aimee Dorr. How to Encourage Socially-Valued Behavior. 1975. 11p. Paper presented at the Biennial Meeting of the Society for Research in Child Development (Denver, Colorado, April 10-13, 1975). EDRS price MF-76¢ HC-$1.58.

This study investigated the influence of structured children's television programming on prosocial behavior. Subjects were 53 children ages 4-6, from two day care centers. Findings and implications are discussed.

ED 111 527

Liebert, Robert M.; And Others. Television and Social Behavior: A Prototype for Experimental Programming. 1975. 19p. Paper presented at the Annual Convention of the American Educational Research Association (Washington, D.C., March 30-April 3, 1975). EDRS price MF-76¢ HC-$1.58.

This paper describes the production of three 30-second prosocial television spots and the evaluation of the effects of these spots on children's behavior. The spots were evaluated for the attraction they held for youngsters (exposure), the clarity with which they conveyed the intended message (acquisition), and the overt changes they produced in attitudes and behavior (acceptance). It was concluded that the approach described in this paper was a viable model for the production and evaluation of the whole range of television programming for children.

ED 111 528

McGhee, Paul E. Television as a Source of Learning Sex Role Stereotypes. 1975. 16p. Paper presented at the Biennial Meeting of the Society for Research in Child Development (Denver, Colorado, April 10-13, 1975). EDRS price MF-76¢ HC-$1.58.

This study examined the effects of heavy versus light television viewing on the degree to which children possess sex role stereotypes. A total of 80 children (5 boys and 5 girls in each category from each grade level) participated in the study. TV viewing plays an important role in children's acquisition of sex typing, according to results.

ED 112 941

Rothenberg, Donna; Morgan, Robert P. Case Studies of Innovation in the Educational Service Sector. Washington University, St. Louis, Missouri, Center for Development Technology. 1975. 170p. EDRS price MF-76¢ HC-$8.24.

A comparative analysis was made of two vastly different educational innovations: The children's television program "Sesame Street," and the computer-assisted instruction (CAI) programs of the Institute for Mathematical Studies in the Social Sciences. The Children's Television Workshop, creators of "Sesame Street," concentrated on an inter-city target audience but achieved a much broader appeal. The numbers of viewers have increased and there have been measurable gains in the viewers' cognitive development. Conclusive results about CAI are not yet available.

ED 108 697

A Study of Messages Received by Children Who Viewed an Episode of "The Harlem Globetrotters Popcorn Machine". Child Research Services, Inc., New York, N.Y.; Columbia Broadcasting System, Inc., New York, N.Y., Office of Social Research. 1975. 75p. EDRS price MF-76¢ HC-$3.32.

A total of 687 children, aged 7 through 11, was interviewed in fall, 1974 to determine the extent to which the Harlem Globetrotters Popcorn Machine television programs communicated "pro-social" messages to its audience. Among the findings were: (1) overall, 87 percent of the children received one or more specific pro-social messages from the episode he or she viewed; and (2) older children (10-11) were more likely to play back at least

one pro-social nessage than were younger children (7-8), and middle class children were more likely to do so than lower class children.

## PROJECT REPORTS

ED 108 660

Bramble, William J.; And Others. Education on the Beam: A Progress Report on the Appalachian Education Satellite Project. Appalachian Education Satellite Project, Lexington, Kentucky. 1975. 23p. Based on a paper presented at the Annual Meeting of the American Educational Research Association (Washington, D.C., April 1, 1975). EDRS price MF-76¢ HC-$1.58.

The Appalachian Regional Commission (ARC) saw the sixth Applied Technology Satellite (ATS-6) as a means of improving the quality of inservice teacher education by distributing high quality courses from a central source. In this National Institute of Education-sponsored report, there is a one-page summary of each of the following: Evaluation strategies; how well did the equipment work; how well did the system for relaying seminar questions work; what were the participants like; how well did the participants like the different learning activities; how much did the participants learn; did the participants become convinced of the values of course concepts and procedures; are the teachers using the skills learned; and conlusions.

ED 107 247

Educational Broadcasts of NHK. Special Issue of NHK Today and Tomorrow. Japan Broadcasting Company, Tokyo. 1975. 35p. EDRS price MF-76¢ HC-$1.95.

A special issue of NHK Today and Tomorrow, published by Japan Broadcasting Company, describes open-circuit and classroom broadcasts. Policies of NHK are explained and standards listed for educational programs in general, school programs, children's programs, and cultural programs. The scope of classroom broadcasts is described and a schedule included. Programs of correspondence education both for senior high school and for higher education are described.

ED 109 981

Friedlander, Bernard Z.; Wetstone, Harriet S. New England Instructional Television Research Center (NETREC). Hartford University, West Hartford, Connecticut. 1975. 36p. EDRS price MF-76¢ HC-$1.95.

Projects of the New England Instructional Television Research Center (NETREC) are summarized in a collection of papers. Objectives, rationale, and program of NETREC are defined, along with methods of formative evaluation during production.

ED 111 435

A Programme for Sound and Pictures in Education. Commission for Radio and Television in Education, Stockholm (Sweden). 1975. 51p. EDRS price MF-76¢ HC-$3.32.

For the benefit of overseas readers, a summary is provided of the main report of Sweden's Commission on the Continued Use of Radio and Television in Education on the utilization of sound and pictures in education.

ED 111 422

Tressel, G.W.; And Others. The Use of Instructional Television in Georgia. Final Report to Georgia State Board of Education. Battelle Memorial Institute, Columbus, Ohio, Center for Improved Education. 1975. 40p. EDRS price MF-76¢ HC-$1.95.

For the benefit of the Georgia State Board of Education, the day-to-day impact and actual problems of instructional television (ITV) as encountered in the state's classrooms have been explored and analyzed. Basic considerations were accomplishments to date and methods of improving the services. An overview of the ITV network is provided, and its utilization, cost effectiveness, and analysis described.

## CABLE TELEVISION

ED 111 434

Kabelvision Kiruna; CATV-Experimental Application of a New Channel in a Neighbourhood Society. Commission for Radio and Television in Education, Stockholm (Sweden). 1975. 43p. Extract from the report A Programme for Sound and Pictures in Education. EDRS price MF-76¢ HC-$1.95.

The first non-commercial cable television (CATV) project in Sweden was conducted in Kiruna, since it was the site of an established commercial CATV network. The Kiruna project goal was to emphasize locally produced programs. Objectives tested were production and planning forms, cooperation between groups, and utilization of a program bank. Evaluation of the first trial period indicated that 90 percent of the people interviewed wanted the experiment to continue.

ED 106 491

Proceedings: Cable Broadcasting in the Community. April 30-May 2, 1972. Guelph University (Ontario), Office of Continuing Education. 1973. 80p. Proceedings of a two-day conference held at the University of Guelph (April 30-May 2, 1972). EDRS price MF-76¢ HC-$4.43.

The proceedings contain transcripts of speeches, panel discussions, and plenary sessions dealing with various aspects of cable broadcasting.

ED 112 855

Public Use of Public Channels: Opportunities in Cable Telecommunications. First Report to the General Assembly. Connecticut State Commission on the Educational and Informational Uses of Cable Telecommunications, Hartford, Connecticut. 1975. 96p. EDRS price MF-76¢ HC-$4.43.

For the benefit of the Connecticut General Assembly, a first report is submitted on the importance, development and future uses of cable telecommunications for educational and informational purposes.

ED 112 911

Tiffany, Connie J. Hands-On Workshop Presented at the Educational Media and Technology Conference, University of Wisconsin-Stout, Menomonie, Wisconsin 54751, July 21-23, 1975. 1975. 17p. Proceedings of Workshop at Educational Media and Technology Conference (Menomenie, Wisconsin, July 21-23, 1975). EDRS price MF-76¢ HC-$1.58.

In July of 1975, a conference was held at the University of Wisconsin to examine the feasibility of using cable television as a public library resource and to explore varied uses and techniques for portable video tape machines. Included in this program events are: (1) a bibliography of readings about cable television; (2) the text of an address about the role of cable television in the library; and (3) a cost comparison chart for video equipment.

ED 112 069

Wiesner, Peter. The Salem Cable Television Project: A Demonstration of the Use of Cable Television and Paraprofessional Tutors as an Alternative to Traditional ABE Classroom Instruction. Salem City Schools, New Jersey. 1975. 40p. EDRS price MF-76¢ HC-$1.95.

Adult education opportunities can be increased through cable television technology, which provides home-based instruction as an alternative to the strictures of the classroom or learning center. The evaluation of the Salem project consisted of a preliminary pilot test and a more rigorous field test; posttests showed an increase in the grade level of the participants. The Salem project included some valuable lessons for anyone contemplating small scale TV production and can also be used as guidelines for a replication of the Salem model.

## BIBLIOGRAPHIES

ED 113 058

Children and Television: An Abstract Bibliography. ERIC Clearinghouse on Early Childhood Education, Urbana, Illinois. 1975. 61p. Available from: Publications Office, I.C.B.D., College of Education, University of Illinois, 805 W. Pennsylvania Avenue, Urbana, Illinois 61801 (Catalog No. 133, $2.50). EDRS price MF-76¢ HC-$3.32.

This selective abstract bibliography provides reference information for educators, researchers, and students concerning the effects of television on children. It contains 127 entries: 72 abstracts from Resources in Education (March 1973 to March 1975) and 55 listings from Current Index to Journals in Education (November 1971 to November 1974).

ED 114 040

Hawkridge, David G., comp. The Open University: a Selected Bibliography. Open University, Walton, Bletchley, Bucks (England). 1975. 58p. Available from: The Open University Press, Walton Hall, Milton Keynes, England MK7 6AA ($1.50). EDRS price MF-76¢.

This bibliography incorporates over 130 entries dealing with the Open University in Great Britain. There are five sections to the bibliography: (1) national newspapers; (2) journals and magazines; (3) pamphlets, books and contributions to books; (4) overseas; (5) dissertaions and theses.